[Case Study: Kantar l Sisense](https://www.sisense.com/case-studies/kantar/)

scenario planning, as well as optimised marketing mix and allocation of budgets, based on Total Marketing ROI

*[Compelling verb] [brief explanation of accomplishment] resulting in [quantifiable outcome, %, $, etc. are always helpful!]*

**Project Delivery**

Developed a project delivery process to onboard projects on to Athena platform resulting in average gains of 8 man hours for each iteration.

Set up a process to capture and track iterative project/module onboarding/change requests enabling better visibility on #iterations, lead time, actual time taken, and overall cycle time for each project which helped identify points of bottleneck/failure.

Instrumental in bringing new feature requests/use cases/solutions to the product management team’s attention on a regular basis resulting in a more robust product.

For e.g.

* Proposed a method to bring in equity impact post modeling to enable channel/variable wise comparison (stacked bar chart)
* Proposed database table structure to accommodate both sunburst chart as well as stacked bar chart eliminating need to modify/create existing APIs.

Provided innovative workarounds to accommodate use cases which were not directly supported by the product until the feature could be built in thereby providing breathing space for the product team to include it as part of roadmap rather than an ad-hoc fix as well as quicker turnaround time for the client services team and end client.

For e.g.

* Make 0’s as nulls for spends variables so only relevant variables are shown in the dropdown enabling ignore nulls feature to be built later instead of ad-hoc
* Move variables with negative contributions into Base in consultation with the data science team to reduce Base being greater than or close to 100% until the stacked column chart support could be built

**Project/Program Management**

Successfully transitioned from Jira to Azure DevOps by setting up portfolio management comprising of 5 development teams and 1 delivery/support stream including custom fields, custom work item types, areas, iterations, boards, as well as dashboards, training promoting better transparency and visibility resulting in more meaningful conversations within the team and with the product owner on sprint progress.

Drove adoption of Azure DevOps within the development team by conducting training sessions and rigorous follow up.

Custom built an intra-sprint early warning system with visual indicators linking Azure DevOps facilitating more productive discussions between product management and development teams and better stakeholder management.

Part of the agile champions team as part of the transformation initiative to adopt agile ways of working resulting in wider adoption of the agile methodology.

Set up Jira workflows with custom fields, reports, boards, et al and tracked backlog, progress across a few initiatives.

Delivered daily

**Solutioning**

Delivered a robust data harmonization solution on 12 data source enabling asynchronous and iterative data receipt resulting in customer delight due to enormous savings on wait time as they need not wait for everything to arrive before starting harmonization, and where data change is necessitated for multiple data sources, again wait for all of them to arrive before starting the harmonization process again.

Set up process on data warehousing to receive data along with data cleansing (mobile # cleansing, address cleansing, Telephone cleansing), reporting (campaign reports – reach/response/conversion), campaigning (T-5 to T+120), cross sell (Air cleaners), up sell (life cycle expiry), product differentiation (Gold vs Silver vs Bronze AMCs), and segmentation (\_\_\_\_\_).

Came up with CISDA report to identify gaps in data resulting in customer identifying and correct issues at their end.

Spearheaded identification and adoption of Sisense as tool of choice to host market context dashboards as it is embeddable, allowed for single sign on, white labelling and could work with myriad data sources resulting in quick turnaround times to go back to clients with dashboards for iterations and feedback.

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BA profile – proper analysis what technique is used and what results

PM – efficiency, process, how and what was managed – output not in hands of PM – not much of technical

Seek the category/role applied for and then create resume to match job description

I have a set of things that I already know that I need.

SO long as your resume is in sync with the role that I am looking for, then resume will be shortlisted. One will only get shortlisted if the role matches.

Have only a structure and customize resume every time it is send. What he is asking for, that needs to be fit in then you have better chance of resume getting short listed.

Have 1 master resume and customize as needed for each application

Kalyan jeweler loyalty program strategy creation and rule definition. When to upgrade / downgrade slabs, point upgrade/downgrade, which slab gets how many points, what slab gets what offer.